

Professional Cards

Attorneys-at-Law L. B. HOUCK

ATTORNEY AT LAW Office Rogers building, No. 111 S. Main the raw product would become a drug street, Mt. Vernon, Ohio. Rooms 2 on the market and the producer of and 3, second floor.

FRANK O. LEVERING

All business of legal nature given prompt attention and especially to practice in the Probate Court. Office, No. 9 East High street, Mt. Vernon, O. New 'Phone, Office 104; Residence, 354

STREAM & RIMER

Luther A. Stream Wm. F. Rimer REAL ESTATE AND LOANS Farms and city property bought, sold and exchanged. Properties rented and rents collected. Fire insurance a specialty. Representing 14 old reliable stock companies. Accident insurance. live stock insurance. Plate glass insurance, automobile insurance, in fact we can insure any property you may have. Surety bonds of all kinds. Call and see us. Room 1 Sipe bldg., South Main st. Cit. 'phone No. 447 Black; sities of today, but rather what were Bell 253 R.

D. F. & J. D. EWING David F. Ewing John D. Ewing ATTORNEYS AND COUNSELLORS AT LAW

Office, Kirk building, corner Main street, and Public Square, Mt. Ver non. Ohio.

If you own anything, have it insured

WILL J. "Doc" WELSH THE FIRE INSURANCE MAN 18 E. Gambier St. Mt. Vernon, O. Citizens' 'Phone 231 Red

Physicians

E. C. BEGGS DENTAL SURGEON

Office in Arnold block corner of East High street and Monument Square Mt. Vernon, Ohio,

C. K. CONARD, M. D. HOMEOPATHIC PHYSICIAN AND SURGEON

Office and residence, 18 East Vine st. Citizens' 'phone, 52. Office hours: 2 to 4 and 7 to 8 p. m.

Per Cent. Interest

Savings

The New Quarter Commences July 1st. We solicit your business. You can start with \$1.00.

- The

Guarantee Savings Bank and Trust Company Mt. Vernon, Ohio

Open Saturday evenings from 7 to 8 o'clock.

TION CONGRESS States and Canada are represented at merce. the International Associations of Navigation Congress, which had its for- simply handing out staples that have mal opening here today. The Ameri- become a necessity he would forfeit can delegates have brought with them his value as a creator of desire and an invitation to the congress to hold his greatest efforts are given to sellits next annual meeting, which will ing the new products, consequently take place in 1912, in the city of he is absolutely essential to pros-

RETAIL MERCHANT **NECESSARY TO PROSPERITY**

BY INCREASING THE DEMAND

Retailer and Sales Force the Strongest Agency In Marketing New Goods.

BY O. A. CHARLES.

[Copyright by O. A. Charles, 1910.] It has been said that the retail merchant, or as he is more frequently called, the middleman, is not necessary. That from factory to consumer is the economical method of distribut ing merchandise.

If considered from the standpoint of pure economy of distribution, why not say from producer to consumer? Why the manufacturer? The manufacturer is a middleman in the act of production and consumption just as the retailer is a middleman in the act of distribution.

The raw product will find its way to a market if there is a demand, but if there was no demand raw product would have no reason for formed President Taft of his inten- nir. producing, consequently the producer tion to retire. The president was of raw product would be without an occupation. Hence, whoever or whatever creates demand is of more importance to prosperity than that Mr. Taft has been to Magnolia twice which simply produces.

It is in creating demand that the retailer and his sales force are justified. to quit. The formal announcements It is in making the man of today a probably will not be made until the team. Prizes-1st. 3 pair \$1.25 Silk position in the world of commerce as an economic factor.

Eliminate all the retailers or all the personal selling factors for twelve months and the whole business world would be actually paralyzed.

Consumption would be restricted to necessities (and by that we do not mean what are considered the necesthe necessities of a hundred years present methods of distribution,

All the cost of such distribution would have to be borne by these necessities, where now they bear a very small part of such expense. This would cause such an advance in price that would again curtail consumption. and the volume of business would dwindle to the point where all production would be curtailed. So curtail to Mt. Gilead Saturday morning to souvenirs. necessary and where would be your prosperity?

It is the retailer and his work of creating new desires, or desires for new products, that stimulates and sustains a maximum production, and it is only by and through his continued effort that consumption is maintained equal to production.

The farmer produces, to the limit of his ability, the products of the farm, the manufacturere keeps his factories running at fun capacity, giving work to thousands of mechanics, laborers, etc., who consume the farmer's pro-

The increase of manufacturing depends upon the selling of new products, new inventions, or the product of new inventions. The increase of consumption of farmers' products depends on the increase of manufacturing, which increases the employment of labor. Now eliminate the institution or factor which makes a deone of the most important cogs in the

machine of progress Supply and demand govern price, yet demand is actually controlled by the distribulting agents, the retailers, in their work of creating desire. The retallers are the greatest factors in creating new desires, because it is hold these productions subject to the consumer's order, and finally supply

he consumer. The retailer and his sales force not only awaken the interest of the consumer, but by their peculiar knowledge of this consumer maintain his interest until he feels that the new article is necessary to his comfort, convenience or progress, consequently

he buys. By continuing the sale of the new product to this consumer until its use becomes a habit with the consumer, the retailer firmly establishes the new Brussels, July 30-Both the United article as a staple article of com-

If the retailer confined his work to 1.1.4) fibral tittail

JUSTICE MOODY

Tells Taft He Wants to Leave Supreme Bench.



WILL RESIGN IN FALL

Justice Moody Tells Taft He Wants to Quit.

definitely known in Beverly through friends of Associate Justice Moody of the supreme court, who have seen him at his summer home in Magnolia, north of here, that he has inmunication, according to the story tie; 3rd, consolation souvenir. from Magnolia, was made verbally, since he came to the summer capital. tice Moody told him that he wished souvenir. adjournment.

숙수수 수수 수수 수수 수수 수수 수수 수수 수수 drugs: 2nd, 50e hair brush; 3rd, con-MISSIONARY SOCIETIES + solation souvenir, ++++++++++++++

Milwood Society

The Ladies' Aid of the Millwood Disciple church met at the home of Mrs. S. G. Taggart July 28th, at 2 p. m. Twenty-five ladies were present. Guests were Mrs. Belle Wilkinson, ago), and to cover the cost of dig. Mrs. Lydia Humbert and Mrs. Stella tributing those necessities it would Liewellyn. New members. Mrs. George require a complete readjustment of Rightmire, Mrs. John Horten and Mrs. Everett Tucker. Topic for program was "The Fruits of Honesty." During the social hour lunch was served by Mrs. Leonard Fry, Mrs. Noah Stull and Mrs. S. G. Taggart. Next meeting in two weeks at the home of Mrs. Ellen Hammond.

Mr. O. Ransom went to Apple tion souvenirs.

Creek, Ohio, Saturday morning to at- 14-Scramble and Count. Limited tend to some business matters.

Brent of Columbus are visiting Miss venir. Craft of Park street.

ing several days in Gambier, the guest 16—Associational Relay. 400 yards of relatives.

Friday in Mt. Vernon the guest of rel- consolation souvenirs.

Miss Pearl Withrow,

mand for these new products, and her home in Butler Saturday after- tion souvenir. don't you see that you would destroy noon after taking several weeks' with Mr. Fisher's mother. Mrs. Emily dy. Fisher of East Front street.

who has been spending several days Rosenthall. with relatives in Mt. Vernon, went to | 20. Hiawatha Lake Assembly Chamvisit with friends.

of Chesterville. Mr. J. A. Ditwiller of Chesterville spent Saturday in Fredericktown the

guest of friends.

CASTORIA The Kind You Have Always Bought

PROGRAM

For The Field Day Meet At To Hold Their Meeting In The Park

To Occur Next Tuesday Afternoon

iate Amateur Association: Calendar of Sports

1.—Standing Broad Jump-prizesacy; 3rd, consolation souvenir.

2 .- 50-yard Dash, Age limit 10 .consolation souvenir

3.-100-yard dash. Open-Prizes-1st, \$3.00 umbrella, J. S. Ringwalt Co.; 2nd, \$1.50 Mission clock, R. L. Arnold Beverly, Mass, July 30.—It became & Co.; 3rd. consolation souvenir.

4.-Shot Put.-Prizes - 1st, \$2.00 straw hat, Sipe & White, 135 S. Main street; 2nd, \$1.00 Gem safety razor, Bird Bros.; 3rd, consolation souve-

5.-Youths' 100-yard Dash. Age limnot told of the decision of Justice it 17. Prizes-1st, Ingersoll Jr. \$2.00 Moody in a formal way. The com- watch, A. J. Henley & Co.; 2nd, 50c

6.-Running High Jump, Prizes-1st \$2.25 Clauss razor, Frank E. Kirby and it was understood here that Jus- & Co.; 2nd, 50c tie; 3rd, consolation 7.-Girls' Relay, 60 yards, 3 to

better consumer than two men of yes. late autumn. Under the retirement Hose. The Meyer-Lindorf Co.; 2nd, 50c terday that the retailer justifies his act passed by congress just before bottle perfume; 3rd, 3 consolation souvenirs.

8.-Quarter-Mile Run. Prizes-1st, \$1.50 hair brush, G. R. Baker & Son.

9.-Professional Men's Race. Prizes-1st. \$2.00 fountain pen, E. C. Penn; 2nd, \$1.50 umbrella, A. F. Stauffer; 3rd, consolation souvenir. 10.-Blindfolded Race, 50 yards

and stop. Time limit 30 seconds, ladies only. Prizes-1st, \$2 pearl handled gold pen, F.L. Young, jeweler; 2nd, \$1.00 post card album, Stephan & Lorentz; 3rd, consolation souvenir.

A. Dowds Dry Goods Co.; 2nd, 50c rade of the subordinate lodges will Mrs. Fuller, bad been burned to death. accuracy. Prizes-1st, \$1.50 corset, A. pair gold plate embroidery scissors, Bird Bros.; 3rd, consolation souvenir. 12.—Associational Tug-of-War. Best 2 in 3; 5-man team; 30-second pulls. Dr. H. B. Larimore of Sparta went solation souvenirs; 3rd, 5 consolation take place on the parade grounds at on a summer holiday, as then they

consumption, make production un. attend to some matters of business. 13.—Human Wheelbarrow. 25-yard Dr. John Claypool went to Gambier | run. Prizes-1st, 2 \$1.00 pearl name Saturday morning to spend the day led knives, Woolson's Department attending to some business matters, store; 2nd. 2 50-cent ties; 3rd, consola-

to boys of 10 and under. Prizes-1st, Mr. C. L. King spent Friday in How- 60c pair youth's tennis shoes, Hull & ard, the guest of relatives and friends. Spitzer; 2nd, 25c pound of candy, Raw-Miss Mary Erner and Miss Bertha linson & Co.; 3rd, consolation sou-

15 .- 50-yard Dash. Ladies and missraft of Park street.

15.—50-yard Dash. Ladies and missMr. Walter C. Curtis went to Colume es only. Prizes—1st, \$1.50 infant's bus and Dayton this afternoon on bus- cap, McGough & Dermody; 2nd, \$1.00 cut glass bottle perfume, Tissot's drug Mr. L. R. Wright of Lima is spend- store; 3rd, consolation souvenir.

-4 runners. Prizes-1st, 4 50-cent Mr. Ralph D'Arcy of Cleveland spent | ties; 2nd, consolation souvenirs; 3rd,

17.-Obstacle Race. Miss Carrie Davis spent the day yards. Prizes-1st, \$2.50 porcelain Friday in Fredericktown the guest of alarm clock, R. B. Ankney & Co.; 2nd. \$2.00 Cluett dress shirt, Milton S. Lew-Mrs. Clyde Divelbliss was taken to is, successor to Quald; 3rd, consola-

18.—The Collector's Difficulties, For treatment at the Mt. Vernon hospital. boys. Age limit 10 years. Prizes-Mr. and Mrs. Russell Fisher left 1st, 85c box Morse's fancy chocolate Saturday morning for their home in candy, Thos. E. Taugher, druggist; Detroit, after a several days' visit 2nd, 40c box candy; 3rd, 25c box can-

19,-Individual All-round Champion-Mr. and Mrs. James Thomas and ship. Awarded to individual scoring they who meet the consumer face to Mr. and Mrs. Charles Jones of Chest- highest number of points in games of face, show him the new productions, erville attended the Hiawatha Assem- day. No team scorer to count, To bly during the latter part of this be eligible, must take part in 7 events. 1sts count 5, 2nds count 3, and 3rds Master Robert McManis of Akron, 1. Prize-\$3.00 Knox Beacon hat, I

Lock Saturday morning for a short pionship. Based on counts as for the individual campionship, to be awarded Miss Jennie Simpson of Mt. Vernon that team or club scoring highest tois the guest of Dr. and Mrs. Williams tal, team winnings to count same as individual events.

COURT HOUSE NOTES

W. J. Stough to Lucy Burch lot 48 Hurd & Israel's addition to Howard, \$725. A. T. Fuller to Samuel J. Gould,

1-3 acre in Hilliar, \$50. Banner M. Allen to W. H. West. lot 90 C. & G. Cooper Co. addition,

PYTHIANS

Milwaukee

thousands of the most prominent and teen. representative citizens of the United States, From President Tait's "four Ladies' Auxiliary The following is the program for the corners of the country" and from cit- Entertain annual track and field events to be les and towns in all the vast terri- The Ladies' Auxiliary of the Sons held at Lake Hiawatha park on Tues- tory intervening, the representatives of Veterans met in regular session on tion for some months, has just comday, August 2. The sports will under of the Knights of Pythias are gath- Tuesday evening, July 26th with a pleted new improvements whereby merely of the Michigan Intercollege- the supreme lodge of the order and the order of business had been finished, well as receive them. Mr. Hyatt tried encampment of the uniform rank.

of reception and entertainment, com- was rendered as follows: lst, pair of \$1,50 house slippers, H. C. posed of the most prominent and ac-Parker, the Cash Shoe Man. 2nd, 50c tive knights of this jurisdiction, has Hiawatha pennant—Lawler's Pharm- been preparing for the advent of the ation of Independence—Mrs. Reese. mighty hosts that will sojourn in this city and suburbs during the next six Prizes-1st, pair of \$1.50 shoes, Silas days, and even thus early the hun-Parr, shoe merchant; 2nd, 50c tie; 3rd, dreds of strangers are willing to admit that the committee's work has been well done.

tiful profusion of stars and stripes, the union picule of the Sons of Vetings, the hotels and large business lief Corps. houses and many private residences are handsomely adorned. Especially elaborate are the decorations of the Auditorium, which will be the scene of many of the chief social festivities n connection with the convention.

The arrival and registration of the visitors and the completion of the final details of the week's program will occupy tomorrow. The chief official home in Fredericktown Saturday action Monday will be the formal ded- morning at about 9:15 o'clock after a ication of Camp Henry Parish Brown, several months' illness caused by a canvas city of nearly 3,000 tents dropsy. The deceased was seventywhich will accomodate many of the five years of age at the time of his visiting members of the uniform rank, death and is survived by his wife, The camp is located on a beautiful one son, William, and one daughter, stretch in the northwestern part of Mrs. Orville Bishop. The funeral at

The feature of Tuesday's program Monday afternoon at 2 o'clock, Rev. will be the grand military parade in Bascomb Jones officiating. Interment which about 15,000 uniformed knights in Maple Grove cemetery at Chesterwill participate, marching through the ville. pricipal streets of the city to music of a score of bands, past the reviewing stand, where the commander-in-chief Misses. 2 throws each. Distance and supreme lodge will be stationed to Newark stating that her sister-in-law, view the inspiring spectacle. The pa- Mrs. Grace Fuller, and her mother, take place Wednesday evening, follow- The ladies were cleaning gloves with ing the same course taken by the mil- gasoline when the fluid ignited. itary parade. A long list of prizes has been arranged for these events and for the competitive drills which will would hate to be translated to heaven

Pociety News

Entertained With Luncheon

Mrs. James F. Lee, North Main street was the hostess of a handsomely appointed function Friday at AS Well AS Receive Them-Milwaukee. Wis., July 30-Milwau-ternoon given in honor of out of town kee is today the Mecca of tens of guests. Covers were laid for four-

Song, "America"-Auxiliary. Tribute to the Signers of the Declar-Music-Miss Thompson.

Reading-Mrs. Weir. History of Our Flag-Mrs. Stanton, Music-Miss Thompson. Song. "Star Spangled Banner ..-

Auxiliary. The decorations in honor of the con- After this delightful program, ice clave are superb. On every hand, ov- cream and cake were served to all er doors and windows, spanning the present. It was decided to hold the ington, D. C., that an order has been streets or floating from tall stalls, are next meeting in the G. A. R. hall on issued allowing the Mt. Vernon postto be seen the helmeted knight and the second Tuesday in August, when office to close all day Wednesday, Augother emblematic designs, with a plen- arrangements will be made to attend The city hall and other public build- erans, G. A. R. and the Women's Re-

Archibald Reed Wilson Archibald Reed Wilson died at his the Chesterville Presbyterian church

Burned to Death

Mrs. L. A. Weiss of this city reand his staff and the members of the ceived a message Friday evening from

Some men of our acquaintance

Can Now Send Messages From Wireless Station

Successful Experiment

Mr. Bert Hyatt, whose wireless telegraph station in the east end of ering for the biennial convention of large attendance. After the regular he can send wireless messages as the program of the evening, in charge out his transmitter Friday evening For over a year the local committee of Mrs. Coyner, patriotic instructor, and found everything to be working nicely. He communicated with the stations at Columbus and Delaware and will endeavor in a few evenings to locate some of the stations along the Atlantic coast. Mr. Hyatt has been receiving messages for some months past, but this is his first effort in sending messages.

Postoffice to Close

Word has been received from Washust 10, the date of the big county picnic at Lake Hiawatha park.

Matinee Races

The first matinee races of the season occurred Friday afternoon at the 4 Driving park. Dixie Girl and Brown Nellie won the races, the best time of the latter being 2:26.

SO - BOS - SO

Flies are a nuisance. They come into our homes and bring disease. But we can

torment our cattle so that they do not either eat as they should, nor do they give the milk they ought to. These conditions are to a certain extent overcome by the inventions of man. We have for sale a remedy for the relief of the cattle that will give them comfort and help them to give more

Bogardus & Co.

THIS STORE WAS FOUNDED 1849

On these Sound Rocks: Truthful Advertising; Good Furniture of Correct Design; Lowest Cash Prices; Every Piece marked in plain figures; One Cash Price; All Goods Guaranteed.

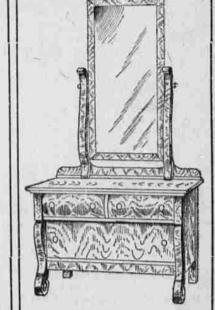
The following is taken from The Grand Rapids Furniture Record: "If you are an installment store it may be a lright to tell the public in your ads that your prices for credit are less than those of other stores that sell for cash; but will they believe it?" Do you?

Our New Fall Stock purchased in Grand Rapids, is arriving. A car load of Birds Eye Maple Bedroom pieces just received.

DRESSERS

Colonial, French, Forefather and Modern designs. Mahogany, Circussian Walnut, Satin, Quartered and Plain Golden Oak, Birds Eye Maple, etc. Light or dark, polished or dull finishes.

Large, roomy Dressers, Princess Dressers, English Dressers, with Beds, Chiffoniers and Commodes to match. Prices from



Goods Delivered